

8-3776

MEMORANDUM FOR: Deputy Director of Central Intelligence

VIA: Deputy Director

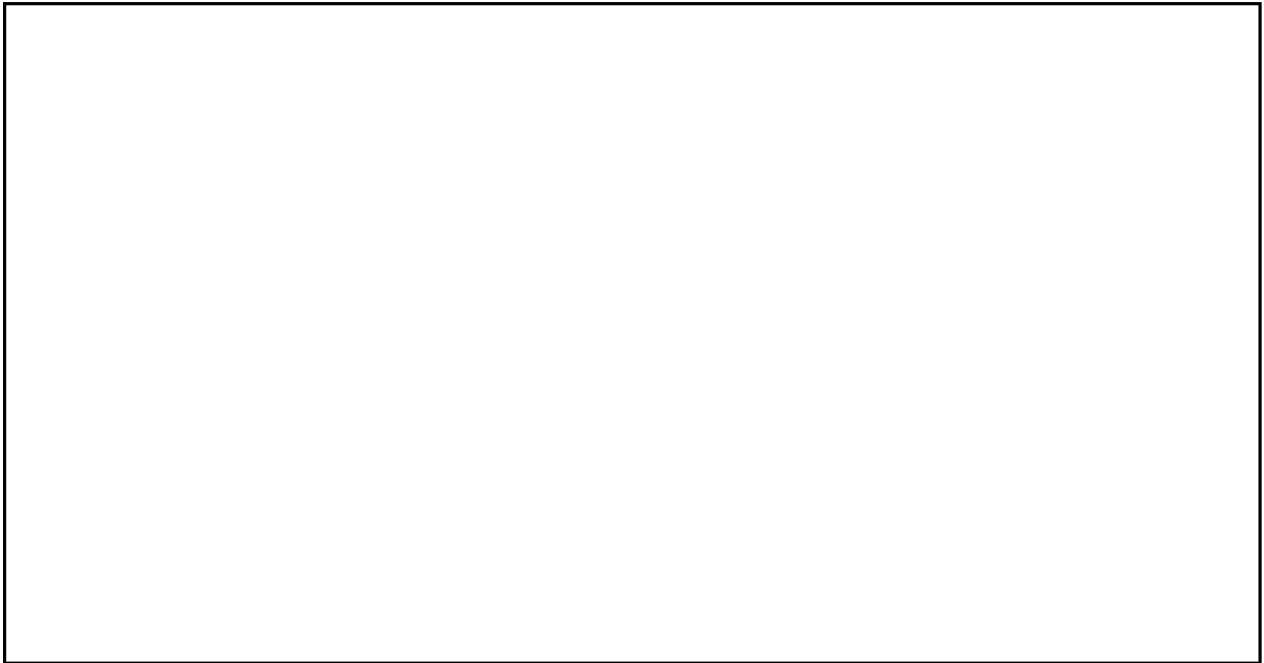
SUBJECT:  Munich Meeting on  
Broadcasting Effectiveness

1. This memorandum contains a recommendation submitted for DDCI approval. Such recommendation is contained in paragraph 2.

2. I think the meeting in Munich this year to discuss the effectiveness of US broadcasting to the USSR and European satellites is particularly significant, and especially so in the light of shifting Soviet tactics. It is very necessary, then, that we make the most of this opportunity to take a hard look at both program techniques and evaluation procedures with long range considerations in mind.

State Department review completed

~~SECRET~~



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1 Enclosure  
Letter to Mr. Loomis

CONCUR:



JUN 15 1956

Date

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The recommendation in paragraph 5 are approved.

SIGNED

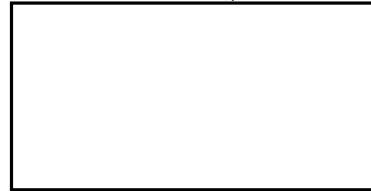
19 JUN 1956

C. P. Cabell  
Deputy Director of Central Intelligence

Date

**SECRET**

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ER - File - *etc* - 6/20/56

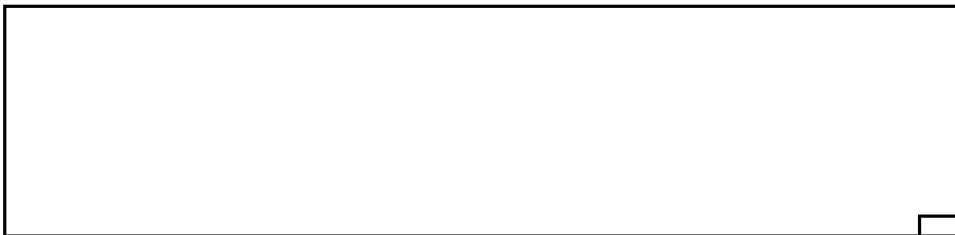
19 JUN 1956

*card*

Mr. Henry Loomis, Chief  
Office of Support and Intelligence  
United States Information Agency  
Room 703, Walker-Johnson Building  
Washington 25, D. C.

Dear Mr. Loomis:

Thank you for your letter of 30 April concerning the meeting to be held in Munich, 13-17 August, on the effectiveness of U. S. broadcasting to the USSR and European Satellites.



ILLEGIB

Sincerely,

(14 May 56)

Retyped: O/DD/I:peb (17 May 56)

Rewrtten: DD/P/

(5 Jun 56)

Rewrtten: DDCI:km:gw (19 Jun 56)

Distribution:

Orig & 1 - Addressee

1 - DDCI

1 - ER

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C. P. Cabell  
Lieutenant General, USAF  
Deputy Director

See *attached* ER copy for concurrence.



UNITED STATES INFORMATION AGENCY

WASHINGTON

Confidential

April 30, 1956

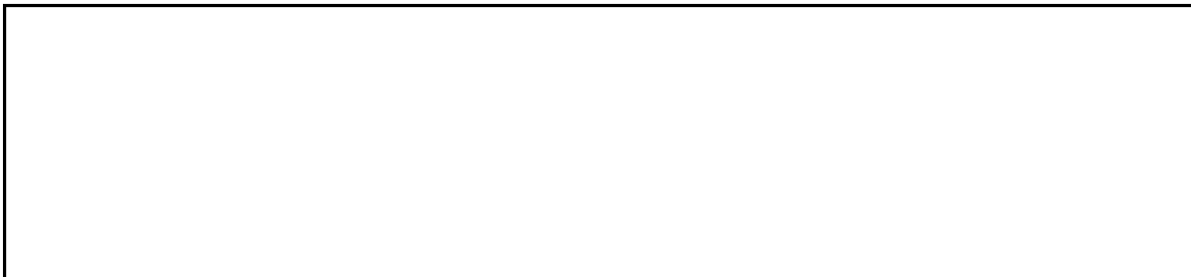
CR/km 5/8/56

My dear General Cabell:

A meeting will be held in Germany again this year on effectiveness of U.S. broadcasting to the USSR and European Satellites. As you are probably aware, similar meetings were held the last two years in Berlin under the chairmanship of Wilbur Schramm. He will again act as chairman, but this year the meeting is scheduled for August 13-17 in Munich rather than Berlin.

As in past years, the Department of State at our behest has again requested that representatives from the orbit posts, the peripheral offices, and others concerned from Western Europe attend the meeting. Also attending will be representatives from USIA, RFE, RLib, and, I believe, OCB, and EE and OIR in State Department.

This year we plan, rather than devoting the entire meeting to a discussion of actual effectiveness itself, to place substantial emphasis on exploring ways and means of getting more and better information on effectiveness from the Embassies, peripheral units, etc., and on how such information can be better analyzed, compared, and utilized by the broadcasters and other offices concerned.



Sincerely,

Henry Loomis  
Chief, Office of Research  
and Intelligence

General Charles P. Cabell  
Deputy Director  
Central Intelligence Agency

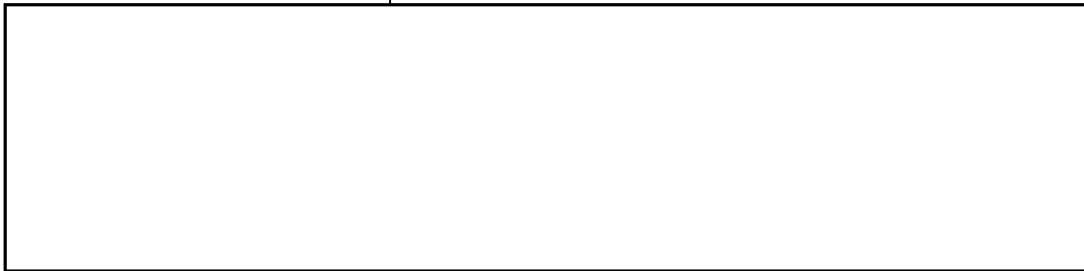
8/3977

Mr. Henry Louis, Chief  
Office of Support and Intelligence  
United States Information Agency  
Room 703, Welles-Johnson Building  
Washington 25, D. C.

Dear Mr. Louis:

I have read with interest your suggestion that part of the proposed meeting with Mr. Schramm in Munich be devoted to the question of improving our methods of obtaining more and better information on the effectiveness of international broadcasting.

The officers in CIA responsible for the evaluation of technical effectiveness have felt that, although the present system produces much valuable information, there are large gaps in our intelligence on the subject.



25X1

Sincerely,

C. P. Cabell  
Lieutenant General, USAF  
Deputy Director

25X1



Distribution:

Original & 1 - Addressee

1 - DDCI  
1 - Exec. Reg.

1 - AD/SI

1 - C/IO

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1 - ICD Radio

ER-8-22-84/4

Mr. Henry Loomis, Chief  
Office of Support and Intelligence  
United States Information Agency  
Washington 25, D. C.

Dear Mr. Loomis:

Thank you for your letter of April 30th and the   
contained therein.

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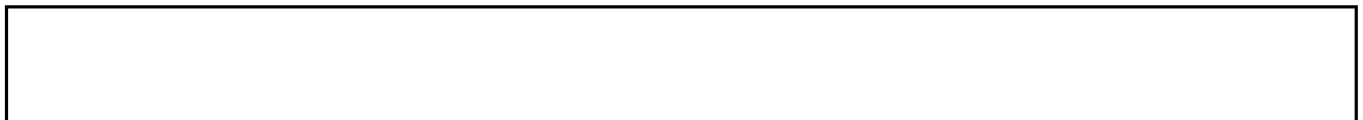


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Sincerely,

C. F. Gabell  
Lieutenant General, USAF  
Deputy Director

25X1



Revised: 6/22/1968 (17 May 58)

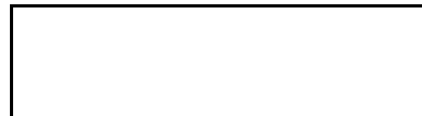
Distribution:

DDCI - 2 ✓ w/Bsc. ESO - 1

DD/I - 1

AD/SI - 2 - w/Cy of Bsc.

SI/Admin - 1



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Approved For Release 2003/10/29 : CIA-RDP80B01676R001000200048-9

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MEMORANDUM FOR: GEN. CABELL

Recommend you sign my revised  
version (on top).

to coordinate  
with DDP v8 may

26 May  
(DATE)

FORM NO. 101 REPLACES FORM 10-101  
1 AUG 54 WHICH MAY BE USED.

(47)



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SENDER WILL CHECK CLASSIFICATION FOR AND BOTTOM			
UNCLASSIFIED		CONFIDENTIAL	SECRET
CENTRAL INTELLIGENCE AGENCY OFFICIAL ROUTING SLIP			
TO	NAME AND ADDRESS	INITIALS	DATE
1	O/DD/I		8 1956
2	AD/S,		
3	O/DD/I		
4			
5			
6			
ACTION		DIRECT REPLY	X PREPARE REPLY
APPROVAL		DISPATCH	RECOMMENDATION
COMMENT		FILE	RETURN
CONCURRENCE		INFORMATION	SIGNATURE

Remarks:

Original of attached letter is being given to General Cabell.

③ Please have reply prepared for his signature ("Dear Mr. Loomis" -- "Sincerely").

FOLD HERE TO RETURN TO SENDER	
FROM: NAME, ADDRESS AND PHONE NO.	DATE
O/DDCI	5/7/56
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(SENDER WILL CIRCLE CLASSIFICATION TOP AND BOTTOM)

CENTRAL INTELLIGENCE AGENCY  
OFFICIAL ROUTING SLIP

TO		INITIALS	DATE
1	Deputy Director/Intelligence		18 May
2	Deputy Director of Central Intelligence <i>Rec'd 5/18</i>		
3			
4			
5			
FROM		INITIALS	DATE
1	Assistant Director for Scientific Intelligence		18 May 1958
2			
3			

<input type="checkbox"/> APPROVAL	<input type="checkbox"/> INFORMATION	<input checked="" type="checkbox"/> SIGNATURE
<input type="checkbox"/> ACTION	<input type="checkbox"/> DIRECT REPLY	<input type="checkbox"/> RETURN
<input type="checkbox"/> COMMENT	<input type="checkbox"/> PREPARATION OF REPLY	<input type="checkbox"/> DISPATCH
<input type="checkbox"/> CONCURRENCE	<input type="checkbox"/> RECOMMENDATION	<input type="checkbox"/> FILE

Remarks:

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## ROUTING AND RECORD SHEET

**INSTRUCTIONS:** Officer designations should be used in the "TO" column. Under each comment a line should be drawn across the column and each comment numbered to correspond with the number in the "TO" column. Each officer should initial (check mark) in the "FWD'D" column before further routing. This Routing and Record Sheet should be returned to Registry.

FROM:

TELEPHONE NO.

DATE

TO

ROOM NO.

DATE

REC'D

FWD'D

OFFICER'S INITIALS

TELEPHONE

COMMENTS

1.

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15.

Coordinated with [ ]  
who concurs.

Also coordinated with Gen.  
Loomis, who is prepared to  
accept this request for  
[ ]

Executive  
Registry

DDCI

203

Admin

6/19

6/18 6/19